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TITLE: A METHOD AND APPARATUS FOR EXPERTLY MATCHING PRODUCTS, SERVICES, AND CONSUMERS

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INVENTOR-INFORMATION:

NAME	COUNTRY
POST, DAVID A	US
DE, MONCHY KATLEAN	US

ASSIGNEE-INFORMATION:

NAME	COUNTRY
POST DAVID A	US
MONCHY KATLEAN DE	US

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ABSTRACT:

CHG DATE=19990617 STATUS=O>A system for matching individuals, products and service providers is trained to react as if an expert was assisting the user, in real-time, to make purchases or design personal development programs or marketing programs. The system allows the user to obtain recommendations from experts based on individual preferences, personal profiles, and desires and goals of individuals. The system creates a database of information about the individuals in order to provide a customized response based on an individual's objectives. The computer system is configured with five primary components: input device (84), processor (93), database (96), expert system (92) and display (81). The computer-driven system creates, accesses, and processes data from databases related to products, services, providers, and the like. Boolean, fuzzy, rule-based, and knowledge-based logic, expert systems, expert interaction and/or expert intervention are used to achieve results.

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